

Station WAVY-TV NORFOLK, VA.
Advertiser () AMER 4 PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 394
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //394
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$114,800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:60	\$4,000.00	09/04-09/07	1	1	1	\$4,000.00	
	2	TU-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:60	\$4,000.00	09/04-09/07	4	1	4	\$16,000.00	
	3	TU-F	9A-10A	TODAY SHOW 2 Buyline Comment: TODAY SHOW 2	:60	\$1,000.00	09/04-09/07	4	1	4	\$4,000.00	
	4	TU-F	11A-12P	HAMPTON ROADS SHOW Buyline Comment: HAMPTON ROADS SHOW	:60	\$400.00	09/04-09/07	4	1	4	\$1,600.00	
	5	TU-F	12P-1P	NOON NEWS Buyline Comment: NOON NEWS	:60	\$600.00	09/04-09/07	4	1	4	\$2,400.00	
	6	TU-F	530P-6P	530PM NEWS Buyline Comment: 530PM NEWS	:60	\$3,600.00	09/04-09/07	1	1	1	\$3,600.00	
	7	TU-F	6P-630P	6PM NEWS Buyline Comment: 6PM NEWS	:60	\$4,000.00	09/04-09/07	4	1	4	\$16,000.00	
	8	TU-F	11P-1135P	LATE NEWS Buyline Comment: LATE NEWS	:60	\$4,000.00	09/04-09/07	4	1	4	\$16,000.00	

EC'd Yes Last Received: 08/31/2012 10:37 AM Showing Buylines: All Lines

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---REPORT TOTALS---

Report Totals: 51 / \$114,800.00

---SALES MONTHLY TOTALS---

Sep 12: 51 / \$114,800.00

Sales Totals: 51 / \$114,800.00

Station Totals: 51 / \$114,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$287,000	CATV 0%	WAVY 40%	WGNT 0%	WPXV 0%	WTKR 30%
		WTVZ 0%	WVBT 4%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE